

Organ Plays at 9, 11 and 4:45  
Melody and Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER  
Mostly Cloudy

# Who Ever Saw, All at One Time, So Many Lovely Things to Wear?

**He Who Sows Courtesies**  
reaps customers and often friendships, if working here.

Do your best, and men can be angels as well as women.

Any of us may have failed in realizing that this Store is not judged by its size, its safeties, its conveniences, its advertisements, not even by the spirit of its owners, but its measure is taken by all comers from the reception they receive, the looks, readiness to serve, manners and words of all those employed to give attendance, as well as the excellencies of the merchandise.

[Signed] *John Wanamaker*

October 6, 1922.

## Almost Anything Is Possible With the New Printed Silks

Large and striking designs or vivid colors. How charming they are for the new Balkan blouses or to line anything that needs a lining!

40 inches wide, \$4 a yard. Beautiful printed crepe in monotone effect in beige, antique and old gold, 40 inches wide, \$5 and \$5.50 a yard. New printed lining satin in fuchsia, beige and jade, 40 inches wide, \$6.50 a yard. Also another decided novelty in a lining satin with enormous connected dots, \$4 a yard.

(First Floor)

## Autumn Riding Clothes for Girls and Women

This season nearly everything in coats-with-breaches, although we will make habits with skirts if desired.

worsted and black-and-white checks. Habits for girls and young women—8 to 20 years—\$25 to \$65; for women—sizes 34 to 44—\$35 to \$85.

(First Floor)

## Unusual Silk Sweaters In the Women's London Skop

Dull blues and tans, soft grays and ochre tints form the backgrounds for the most fascinating embroidery seen on sweaters in many a day.

## Wide Choosing Among Fabric Bags \$2.75 to \$5

A big pouch-shaped bag with a covered frame can be had in soft, furry duvetyne, beautifully lined with silk, for only \$3. At \$5 there is a charming duvetyne bag with a big square clasp of amber color bakelite. Soft bags of black chiffon velvet have glittering mountings of rhinestones, \$5. Velvet and silk bags are usually in black or brown. Duvetyne bags are in brown, beaver, cocoa, black, navy and gray.

(Main Floor)

## Paris Changes Silk Braid Into Marvelous Trimmings

The tiniest loops of the braid are made into the most charming flowers. In other cases solid band trimmings are made of points of the braid.

(Main Floor)

## A School Coat With a Raccoon Collar

is for girls of 6 to 14 years. It is of warm wool content in brown, reindeer or Copenhagen, made with raglan shoulders and an inverted pleat in the back of each.

## All-Wool Tweeds, Half Price, \$2 Yard

Softly colored tweeds in a variety of weaves—diagonal, plain or herringbone.

(First Floor)

## Corsets for Well-Developed Figures

New models in the Madame Lyras make special provision for the well-developed figure, tall or short.

## Fox Furs

Some particularly fine animal scarfs are ready—in the platinum and other delicate grays, in black, light beige, several browns and dyed blues.

(Second Floor)

## Pretty Silk Overblouses Now \$2 to \$4.85

A few each of many different styles, but there are all the good shades for new tailored suits—brown, navy and black especially.

## Twelve-Button Imported Chamois Lisle Gloves, \$1

Many women have been asking for this length, and will be glad to have it in the beautiful finish and colorings.

(West Alble)

## Women's Bloomers

Made of black sateen, \$1 and \$1.25. Of pink or white sateen, \$1.25 and \$2.

(Third Floor)



## The Autumn Tailleur

that every woman, and every woman's daughter, is assembling right now may be selected in just a few minutes at Wanamaker's tomorrow.

There are so many beautiful things, all so fashionable, that one is bound to meet HER GOWN, or HER HAT, or HER COAT without the least perplexity.

And with it all, it is surprising that so much loveliness could be so moderately priced.

## 200 Women's Dresses of Cloth and Silk —at \$25 Each

WOMEN who have planned to spend just this amount for something pretty and capable of doing general duty are especially invited to see these dresses—they are really so good for the money.

The Canton and other silk crepes, the Poiret twill and wool jersey and various woolsens are of excellent quality, and the styles show the new side fastenings, the new braid decoration, the odd, fascinating sleeves, and a score of such fashion points.

Most of the dresses are in navy, black or brown.

Sizes in the lot, 34 to 42 inches.

(First Floor)

## Women's Handsome Bolivia Coats, Trimmed With Beaver and Squirrel

NO WONDER so many bolivia coats choose either beaver or squirrel fur! There is certainly no more beautiful combination.

The soft deep pile bolivia coating is almost like fur in thickness and warmth. In one style it has a silky, changeable sheen and comes in lovely shades of navy, Malay or black with a huge collar of gray squirrel, \$115.

There are also three other models of bolivia coats, trimmed with large beaver collars of the finest quality. It is an agreeable surprise to find that the price is only \$100.

All the coats show the new lines of sleeves and hem. They are full without giving the effect of fullness and are longer.

(First Floor)

## Hundreds of Pretty New Hats at \$10 Are Ready

CHARMING hats for the young girl who wants a large, flaring shape—a wonderful collection for the matron who needs something small and plumed—smartly tailored hats—soft little crush hats—hats that shadow the eyes demurely—hats that roll saucily off the face—"picture" hats—knockabout hats—it seems as if there has never been such variety before.

The glint of metal ribbon or ornament, the finish of feather fancy, just the right touch of ribbon or flower or other decoration completes them.

Velvet hats are most frequent. But silky hatter's plush or felt or velour or embroidered satin are among them. And besides black there are quantities of the lovely new browns, grays, blues, violets, reds and other colors.

Prices are \$10 and \$12 and thereabouts, with excellent choice of tailored hats for less.

(Second Floor)



## Little Girls' Dresses for Everyday or Best

PRETTY little school frocks are of navy serge, Poiret twill, softly colored wool crepe and smart shepherd checks.

Quite new are frocks of embrosheen, a soft challis-like wool material, with embossed white dots and squares on grounds of navy or Copenhagen blue.

Bright pipings and wool embroidery give color to the darker frocks.

Sizes 6 to 14 years, \$8.50 to \$35.

Charming "best dresses" of velvet or crepe de chine, are hand-embroidered and beautifully colored. \$16.50 to \$45.

(Second Floor)

## Almost Every New Pump That Comes Has a Tongue

AND one cannot deny that it makes an ankle look trim and pretty.

New tongue pumps of light-weight calfskin, in tan or black, have plain rounded toe, military heel and light welted sole.

The French-bound top fits all the more snugly because of an elastic gore beneath the tongue.

Priced \$11 a pair, and smart with buckles or without.

(First Floor)

## Young Women's Sports Coats, \$25 and \$35

Cut on simple, sports lines with tailored collars, raglan shoulders, inverted pleats and roomy pockets, each coat has just the outdoor air that girls like for sports and school.

\$25 coats are of the tan or brown polo type.

\$35 coats show big indefinite stripes or heather mixtures.

Both kinds are lined throughout with silk.

(Second Floor)

## Coats With Collars of Beaver or Squirrel, \$95

Of soft Bolivia in Malay brown, kit fox gray or navy and are topped with deep soft collars of beaver or squirrel.

Blouse or straight-line modes, the coats are lined with crepe de chine.

14 to 20 year sizes.

(Second Floor)

## Beautiful Majolica Ware From Southern Italy

Believed to be the first showing of this particularly fine type of Majolica ware in America.

Tea sets and individual pieces in a fascinating variety of color effects, notably orange, blue, green, lavender and brown tones of wonderful charm and beauty.

Majolica ware is so famous and so highly appreciated by connoisseurs and particular home furnishers that this new exhibit holds exceptional interest.

Prices are moderate—Tea sets of 23 pieces, \$32 and \$40. Extra cups and saucers and plates to match all decorations, \$24 and \$25 a dozen. Other styles of cups and saucers and plates, \$30, \$36 and \$40 a dozen. In some decorations there are cream soup cups with saucers, \$33 and \$40 a dozen.

(Fourth Floor)

## Best Selection of Persian Hall Runners in Years

Not only is the choice unusually attractive, but the prices are remarkably moderate—from \$65 to \$125.

The longest pieces are 12.7x3.2 ft., 12.3x3.8 ft., and 12x3.4 ft., priced \$100, \$95 and \$125 respectively.

Among the shorter pieces are one 8.7x3.5 ft., at \$100 and another, a very attractive piece, 8.6x4.5 ft., at \$125.

Others in intermediate sizes at \$75, \$85 and \$80.

(Seventh Floor)

## Little Desk Clocks in Mahogany

They would be equally at home on a library table or a bookcase. Quantities Colonial in appearance, swinging between two mahogany columns or upheld by a pedestal, while others have the pointed top and spires with a picture at the bottom.

The prices are \$5 to \$16. Mahogany candlesticks to go with them to complete the set, \$2 to \$7 a pair.

(Main Floor)

## Crib Blankets

Pink, blue or white ones, some with tumbling Teddy bears, are ready for the first cold weather.

They are soft and snug and in sizes for cribs or bassinets.

Cotton blankets, 75c to \$3. Wool-mixed blankets, \$3. Wool blankets, \$4.25 to \$5.50.

(Third Floor)

## Lamps for Floor and Table

Some uncommonly good floor lamps of wood are here, 70 inches high, all in the same fluted column design, but with different finishes—mahogany, gold, ivory and combinations.

They may be had for \$12. Shades which would suit them are priced \$15 to \$51.50.

Small boudoir lamps with one light are of solid mahogany and priced \$1.50 to \$8.50.

(Fourth Floor)

## Yellow Jack Squares 50c Pound

Old-fashioned chewy candy that everybody likes.

Vanilla marshmallows, fresh and soft, are also 50c pound.

(Down Stairs Store)



## Pennant Winning Is a Habit With the Giants, You Say

Year after year they've done it, and men are wondering why. A lot of things together make up the reason. It's called teamwork, and they have played that way so long they can't well do otherwise. It's the same way with clothing.

## A Lot of Things Together Make Wanamaker Suits So Good

The fabrics are the best, inside and out. The tailoring is masterfully done, by men who have earned their right to know how. And long before a yard of goods is cut or stitch taken, a designer plans a suit that will sit right, look smart and be dignified. Wanamaker clothes have been made this way so long they couldn't be made any other way. A suit is here for as little as \$25, the best of all is only \$55, while \$40 and \$45 offer remarkable choosing.

(Third Floor)

## It Doesn't Make a Bit of Difference What Hat a Man Wants—

Nor how much he wants to pay for it. Here it is. Fashionable, becoming, well made, long wearing. Take your pick from thousands—and there are just as many different styles as there are types of men. But all are fashionable, in black and color. \$2.50, \$3, \$4, \$5, \$6 and upward.

(Main Floor)

## A Shirt Scramble—Any One \$1.55

Odds and ends of all kinds and not many of any kind. But not a shirt in the lot but what was reasonably priced at a great deal more. Most of them are imported madras—woven sturdily and well. The rest are the best American madras. And whoever saw so many patterns in one lot?

(Main Floor)

## Neckties by the Thousand—New Ones at 65 Cents

A couple of thousand got in there or so ago. Rich Fall ties, every one. There are some marked with Autumn leaves in gay colors, some with tiny figures, some patterned all over. And with them, the usual medley of stripes—big stripes, little stripes, all kinds of stripes. And it is unusual to find such good silk ties for 65c.

(Main Floor)

## It Tickle a Man to Get Such Oxfords for \$6.40

New as the morning in every detail that style enters into. Brogues to begin with—tightly perforated brogues—but with it all, rather plain and clean cut. Of grained calfskin in rich tan. Solid white oak soles. Flat, durable heels. Every man knows how such shoes will wear.

(Main Floor)

## Low Priced Bedroom Furniture of High Quality in an Extraordinary Sale

No furniture at anywhere near the prices has anything like the same well-finished, clean-cut interior work.

There is a fine choice of four-piece suits, but you can buy any piece individually and as many pieces as you like.

Suits are now priced \$184 to \$350.

Single pieces from \$40 for a full-size bed to \$105 for a bureau.

Decorated suit in oak, finished in a silver gray	\$184	Sheraton suit of inlaid mahogany—	
Full-size bed	\$40	Full-size bed	\$60
Bureau with hanging mirror	\$2	Bureau	\$2
Chest of drawers	45	Chiffonobe	\$7
Dressing table	47	Dressing table	\$6
			\$269

Mahogany suit, Sheraton type—	\$184	Louis XVI suit in walnut or mahogany—	
Full-size bed	\$52	Full-size bed	\$67
Bureau	54	Bureau	\$7
Chest of drawers	47	Chiffonobe	\$7
Dressing table	52	Dressing table	\$6
			\$290

Mahogany suit, Sheraton style, finished in brown—	\$205	Louis XVI suit, figured mahogany—	
Full-size bed	\$52	Full-size bed	\$65
Bureau	55	Bureau	\$100
Chiffonobe	60	Chiffonobe	\$7
Dressing table	57	Dressing table	\$6
			\$312

Queen Anne suit in figured walnut—	\$231	Colonial suit in mahogany—	
Full-size bed	\$65	Full-size bed	\$65
Bureau	80	Bureau	\$105
Chiffonobe	67	Chest of drawers	\$8
Dressing table	54	Dressing table	\$8
			\$330

Post Colonial suit, mahogany or walnut—	\$266		
Full-size bed	\$47		
Bureau	\$8		
Chiffonobe	\$7		
Dressing table	\$5		
			\$249

(Sixth Floor)